

Off the Record, Embargoes and Other Media Relations Pitfalls



If you've been doing PR for any length of time, you've received a call like this: "Why did that reporter use those market share numbers? I thought you called him after the interview and told him all of that information was off the record."

Executives are sometimes confused about what is fair game for a reporter, and what is not ... and exactly what off the record, as background, or embargo mean. This post will help clear up the misconceptions and boost understanding of some of the subtleties and use of these media tactics.

To read more, visit: <http://bit.ly/2tU6161>.

How to Hit a PR Homerun at CES

So you're going to CES. You're armed with the knowledge that the show is wildly competitive and crowded. You know the scope of the show and what you're up against. You are aware it's going to take a lot of work (and some luck) to stand out among more than 4,000 exhibitors - all of them pitching the media and vying for attention ... as your company will be.



So how do you conquer it? <http://bit.ly/2qzRsof>

Client Congrats!

Congratulations to...

...Cooper Standard for being named a Corp! Magazine 2017 Michigan Economic Bright Spot winner. Economic Bright Spots are companies that have continued economic growth, expansion and hiring Michigan's talent.



...Yanfeng Automotive Interiors and BASF for being honored with 2016 FCA US Supplier of the Year awards. Yanfeng Automotive Interiors was named Value Optimization Supplier of the Year and BASF was recognized as Sustainability Supplier of the Year.



CHECK OUT OUR LATEST "MEET THE MEDIA" PROFILES

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele.

Here are some of the latest posts:

- [Meet the Media: Terry Costlow, Freelance Writer](#)
- [Meet the Media: Chad Livengood, Senior Reporter at Crain's Detroit Business](#)
- [Meet the Media: Steve Plumb, Senior Editor at AutoBeat Daily](#)
- [Meet the Media: Greg Migliore, Editor-in-Chief at Autoblog](#)



TOP 25 COUNTDOWN: BPR's TOP PR PROJECTS

Bianchi PR salutes some of its coolest clients and projects as we commemorate our 25th year in business in our Top 25 PR Project posts. Check out the five latest behind-the-scene stories:

[#20 Cooper Standard Showcases Technology Vehicles at MBS \(2010\)](#)

[#21 The New Steel's National Media Luncheon](#)

[#22 Adient's First North American International Auto Show \(2017\)](#)

[#23 Spotighting a Law Firm's Diversity Effort \(2008\)](#)

[#24 Celebrating Snap-on Tools' Production Milestone \(2007\)](#)

OUR PRGN TEAMMATE IN GERMANY

cometis AG

Here's Media Profile's story in our partner's own words:



European Investor Relations Program - Amplify your Investor Access with cometis!

Whether you want to get in touch with new potential investors or strengthen already established relationships with your existing investors, cometis AG can help you to amplify your relations in Europe.

We offer independent investor access for the major financial cities in Europe - Amsterdam, Brussels, Copenhagen, Dublin, Edinburgh, Frankfurt, Geneva, Hamburg, Helsinki, Lisbon, London, Lugano, Luxembourg, Lyon, Madrid, Milan, Monaco, Munich, Oslo, Paris, Stockholm, The Hague, Vienna and Zurich.



We are able to provide you with single roadshows in selected European financial centers, organize sector conferences or provide full-year roadshow investor access programs. All roadshows include entry and exit polls.

Meet new investors independent from banks with our large network of contacts spread across the financial hubs of Europe. With our longtime experience in sales and roadshow management cometis will help you meet new investors. Whether it's fund managers, private wealth managers, family offices or investment advisors you are looking for, we will get you in touch where it creates value for you.

cometis can be your gate to the European investor market. Utilizing experienced sales teams on the ground in over 20 European destinations.

In order to round off your IR program, we can also help you with perception studies at the beginning, peer group analysis, shareholder ID, roadshow coaching and equity story development.

About cometis: We are a leading investor relations consulting firm in Germany and Europe. We provide a comprehensive range of investor relations and financial media relations services to companies across Europe and North America. Our focus lies in the field of strategic investor relations, IPO communication, M&A communication and crisis communication, but also ongoing investor relations consulting and European investor access.

Based on a deep understanding of the capital markets and financial transactions and an extensive network that includes the major players (investors, analysts, journalists, banks and consultants), cometis is able to communicate in a target-oriented manner and position you and your company within the European capital markets and the public perception.

Our team of 25 professionals based in Frankfurt am Main / Wiesbaden, Germany, has managed more than 500 capital market-related projects over the past years. The firm has a global network of investor relations, sales and corporate communications experts in all financial centers around the world.

cometis AG Management Board:



Michael Diegelmann

Henryk Deter

For more information on how you can tap the German market contacts and expertise of cometis AG - or any of our nearly 50 PRGN partners around the world - contact Jim Bianchi at jbianchi@bianchipr.com or 248.269.1122.